

OMNIBUS TELEPHONE SURVEY (SCREENER)

1. Are there any children currently living in your household between the ages of 7 and 16?
 - 1 Yes (**CONTINUE WITH Q2**)
 - 2 No (**TERMINATE**)
 - 9 Refused (**TERMINATE**)

2. Have you rented or bought a DVD movie for any of these children age 7 to 16 in the past year?
 - 1 Yes (**CONTINUE WITH Q3**)
 - 2 No (**TERMINATE**)
 - 8 Don't know (**TERMINATE**)
 - 9 Refused (**TERMINATE**)

3. Are you aware there is a rating system to help parents decide what movies they do and do not want their children to watch in theaters or on DVD?
 - 1 YES
 - 2 NO (**THANK AND TERMINATE**)
 - 8 DON'T KNOW OR NOT SURE (**THANK AND TERMINATE**)
 - 9 REFUSED (**THANK AND TERMINATE**)